

documents stored on the document server, and this information is stored on the client computer (1416).

2 The loop 1402 is then entered. If at 1408 the requested document is from the same server as the
previous document, the locally stored information for other documents stored on the same server is
4 analyzed. This information may have been previously stored at 1416, and if it reveals that
supplemental information is available for the displayed document, the supplemental information is
6 retrieved and displayed at 1428.

Thus, in the embodiment of Figure 18, that portion of the look-up table or database (or
8 whatever data structure is used) that corresponds to a particular server is downloaded to the client the
first time that the client computer retrieves a resource from a particular server. Thereafter, the client
10 need not use the network to determine whether supplemental information is available for any other
documents stored on that same server because the information necessary to make this determination is
12 stored locally on the client. This embodiment may be more efficient where the cost of making multiple
requests over the network is high and the information that needs to be downloaded each time a new
14 server is encountered is not too voluminous.

In Figure 19, a window 506 from a document retrieval program or a browser is shown on the
16 screen 504. The title bar 507 identifies the server from which the document was retrieved (i.e., the
server controlled by "Hunan Taste, Inc."), and the identity of the document (i.e., "index"). This
18 "index" document relates to a restaurant named "Hunan Taste," located in a hypothetical city's
"Redwood District." This document provides links to information about the Hunan Taste restaurant's
20 daily specials and dine-in and carry-out menus, which can be retrieved by the user by selecting one of
the display elements 532. A delivery order from Hunan Taste can also be placed by selecting display
22 element 534. A banner advertisement 512 promotes an establishment called "Jerico's Tavern," which
is located near Hunan Taste. In this embodiment, Jerico's Tavern advertises on Hunan Taste's page
24 because it seeks to attract patrons leaving Hunan Taste after dining. Because Jerico's Tavern is not a
direct competitor to Hunan Taste, Hunan Taste may permit (even encourage) Jerico's Tavern to
26 advertise on the page shown in window 506.

When the "index" document from the Hunan Taste server is retrieved over the network and
28 displayed in the window 506, as shown in Figure 19, the window 520 also appears on the display
screen 504. The information shown in window 520 relates to a competing Chinese restaurant called
30 "Oriental Specialties." A person viewing the Hunan Taste page shown in window 506 is likely to be
interested in going to a Chinese restaurant, so "Oriental Specialties" has an interest in providing an
32 advertisement to such a person. In some embodiments, however, Hunan Taste may not allow a

col. 10, line 43

entry for a given document or resource and provide only that supplemental information document.

Selection of the entry to be used can be done randomly, or through a weighted (or evenly-weighted) average for each of the available entries. Another method is to display a large number or all of the entries.

In another method of handling such a situation, illustrated in Figure 26a, the three supplemental information documents are rotated in the window 1820 in Figure 24. Each advertisement may be paused for a preprogrammed period of time, which may differ for each advertisement. Figure 26a shows the order in which each of the three advertisements are displayed in the window. This method allows multiple third parties to provide supplemental information that is relevant to single page. The amount of time that the advertisement or other message is displayed could depend on the rate paid by the advertiser. It could also depend on the number of advertisers or information providers that wish to provide information in this manner. In the embodiment of Figure 26a, when the time period for the third supplemental information document (i.e., JSO Technology) is completed, the order repeats.

When supplemental information is presented in the manner illustrated in Figure 26a, where each is allocated a portion of time on the display, the user may have difficulty selecting supplemental information when the time allocated for one or more instances of supplemental information is short. For example, if each of the three instances of supplemental information illustrated in Figure 26a is displayed on the screen for only three seconds, the user may have to act quickly in order to move the pointing device to the window 1820 (or perform some other method of selecting the information in the window 1820) in Figure 24 when the desired supplemental information is displayed or otherwise presented to the user. If the user waits too long, the next instance of supplemental information will be rotated into the window and the prior instance will be lost (at least temporarily). This problem can be addressed by suspending the timer (or some other similar mechanism) that keeps track of the supplemental information during the time that the user is moving the cursor. For example, while the user is substantially continuously moving the cursor 1801 (or otherwise activating the input device) on the screen in Figure 24, the supplemental information displayed in window 1820 will suspend or delay the process of rotating the next instance of supplemental information into the window 1820. Thus, if the user starts moving the cursor 1801 on the display just prior to the time for the instance of supplemental information displayed in the window 1820 to be changed, the supplemental information may remain until the user stops moving the cursor. This provides a more forgiving environment for selecting transient display elements such as the window 1820.

col. 12, line 47

The following pending U.S. patent applications are hereby fully incorporated by reference:

application serial nos. 08/474,921 (entitled "Document Retrieval System Employing a Preloading Procedure"), filed June 7, 1995, now U.S. Patent No. _____; 08/487,925 (entitled "Document Research System and Method for Displaying Citing Documents"), filed June 7, 1995; 60/028,251 (entitled "A Method and System for Communicating Information About the Contents of a Document"), filed October 8, 1996; 60/047,554 ("A Document Retrieval System Including the Use of Profile Information"), filed May 22, 1997; and 60/052,830 ("A System and Method for Communicating Information Relating to a Network Resource"), filed July 17, 1997. Any references, applications, or other subject matter incorporated by reference in these applications are also incorporated by reference into this application.

In addition, the following publications listed below are also hereby fully incorporated by reference to the extent that they enable, provide support for, provide a background for, or teach methodology, techniques, and/or procedures employed herein.

Reference 1: Yellin, The Java Application Programming Interface: Volumes 1 & 2 (Addison Wesley 1996)

Reference 2: Campione, The Java Tutorial (Addison Wesley 1996)

Reference 3: Chan, The Java Class Libraries (Addison Wesley 1997)

Reference 4: Lemay et al., Java in 21 Days (Sams.Net 1996)

Reference 5: Sun Microsystems, Inc., The JavaBeans 1.0 API Specification (Sun Microsystems 1996) (available at <http://java.sun.com/beans>)

Reference 6: Sun Microsystems, Inc., The Java 1.1 API Specification (Sun Microsystems 1997) (available at <http://java.sun.com/>)

Reference 7: Bell, "Make Java fast: Optimize!," JavaWorld April 1997 (JavaWorld 1997) (available at <http://www.javaworld.com/>)

Reference 8: Vanhelsuwe, "How to make Java applets start faster," JavaWorld December 1996 (JavaWorld 1996) (available at <http://www.javaworld.com/>)

Reference 9: Danesh, JavaScript in a Week (Sams.Net 1996)

Reference 10: Graham, HTML Sourcebook (2d ed. John Wiley & Sons 1996)

Reference 11: Tanenbaum, Computer Networks (2d ed. Prentice Hall 1989)

Reference 12: Jamsa, Internet Programming (Jamsa Press 1995)

Reference 13: Comer, Internetworking with TCP/IP, Volumes 1, 2, & 3 (3d ed. Prentice Hall 1995)

col. 23, line 37

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Art Unit: 2142
)	
Wolfe)	Examiner: Geckil, M.
)	
Serial No.: 10/021,761)	
Docket: 307)	<u>THIRD PRELIMINARY</u>
)	<u>AMENDMENT</u>
Filed: December 12, 2001)	
)	
Title: SYSTEM AND METHOD FOR)	
COMMUNICATING INFORMATION)	
RELATING TO A NETWORK)	
RESOURCE)	

June 30, 2005

Applicant hereby submits this amendment prior to the examination of the above-identified application.

Claim Amendments

1-5. (Canceled)

6. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server using HTTP protocol, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first online merchant and provides information about a first item that is available for purchase from the first online merchant;

(b) detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer, automatically activating a competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the first document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the first online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the first online merchant is being displayed on the display screen;

(d) monitoring the user's selection of the activated competitive information display element;

(e) detecting that the user wishes to display a document from a second online merchant;

(f) displaying a second document in a web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over a network from a second web server using HTTP protocol, wherein the second document is a hypertext document that includes graphical display

elements and also includes links to linked documents, and wherein the second document is published by the second online merchant and provides information about a second item that is available for purchase from the second online merchant;

(g) detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer;

(h) upon detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer, automatically activating the competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the second document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the second online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the second online merchant is being displayed on the display screen;

(i) monitoring the user's selection of the activated competitive information display element;

(j) detecting that the user has selected the activated competitive information display element; and

(k) upon detecting that the user has selected the activated competitive information display element, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first server or the second server, and wherein the competitive information document includes at least one link to a linked document.

7-11. (Canceled)

12. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it

col. 25, line 21

and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first entity;

col. 25, lines 32-33

(b) detecting that a document published by the first entity is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first entity is being displayed on the display screen associated with the client computer, determining whether supplemental information is available for the first document;

col. 25, lines 37-38

(d) upon determining that supplemental information is available for the first document, automatically displaying a supplemental information window on the display screen associated with the client computer, wherein the supplemental information window is separate from and not part of the web browser window,

wherein displayed in the supplemental information window is a first advertisement that is associated with a first advertiser, wherein the first advertisement is not part of the first document, and is not included or embedded within the first document, wherein the first advertisement is targeted to users viewing a document published by the first entity, and wherein the first advertisement displayed in the supplemental information window is published by an entity that is different than the first entity, and

wherein the supplemental information window and the web browser window are displayed simultaneously on the display screen so that the first advertisement is seen by the user for at least a portion of the time that the first document is displayed in the web browser window;

(e) monitoring the user's interaction with the supplemental information window;

(f) detecting that the user wishes to display a second document in the web browser window;

(g) displaying the second document in the web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, wherein the second document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the second document is published by a second entity;

(h) detecting that a document published by the second entity is being displayed on the display screen associated with the client computer;

(i) upon detecting that a document published by the second entity is being displayed on the display screen associated with the client computer, determining whether supplemental information is available for the second document;

(j) upon determining that no supplemental information is available for the second document, choosing not to display supplemental information for the second document;

(k) detecting that the user wishes to display a third document in the web browser window;

(l) displaying the third document in the web browser window on the display screen associated with the client computer, wherein the third document has a resource identifier associated with it and is retrieved over the network from a third web server, wherein the third document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the third document is published by a third entity;

(m) detecting that a document published by the third entity is being displayed on the display screen associated with the client computer;

col. 26, line 32

(n) upon detecting that a document published by the third entity is being displayed on the display screen associated with the client computer, determining whether supplemental information is available for the third document; and

(o) upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window on the display screen associated with the client computer, wherein the supplemental information window is separate from and not part of the web browser window,

wherein displayed in the supplemental information window is a second advertisement that is associated with a second advertiser, wherein the second advertisement is not part of the third document, and is not included or embedded within the third document, wherein the second advertisement is targeted to users viewing a document published by the third entity, and wherein the second advertisement displayed in the supplemental information window is published by an entity that is different than the third entity, and

wherein the supplemental information window and the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the

user for at least a portion of the time that the third document is displayed in the web browser window.

13. (Previously Presented) The method of claim 12, further comprising the acts of:

(p) monitoring the user's interaction with the supplemental information window that is displaying the second advertisement;

(q) detecting that the user has selected the supplemental information window that is displaying the second advertisement; and

(r) upon detecting that the user has selected the supplemental information window that is displaying the second advertisement, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first web server, the second web server, or the third web server.

col. 27, line 6

14. (Previously Presented) The method of claim 13, wherein the act of displaying a

competitive information document includes the act of:

displaying the competitive information document in the web browser window so that the competitive information document replaces the third document.

col. 27, line 10

15. (Previously Presented) The method of claim 13, wherein the act of displaying a

competitive information document includes the act of:

displaying the competitive information document in a new web browser window.

col. 27, line 15

16. (Previously Presented) The method of claim 13, further comprising the act of:

(s) upon detecting that the user has selected the supplemental information window that is displaying the second advertisement, removing from the display the supplemental information window that is displaying the second advertisement.

17. (Previously Presented) The method of claim 15, further comprising the act of:

col. 27, line 24

(s) upon detecting that the user has selected the supplemental information window that is displaying the second advertisement, removing from the display the supplemental information window that is displaying the second advertisement.

18. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window includes the act of:

displaying an offer to sell an item by the second advertiser.

19. (Previously Presented) The method of claim 18, wherein the item is a service.

20. (Previously Presented) The method of claim 17, wherein upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window includes the act of:

displaying an offer to sell an item by the second advertiser that includes pricing information relating to the purchase of the item.

21. (Previously Presented) The method of claim 13, wherein the third document is a point of sale document for the third entity, so that upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window includes the act of:

displaying the second advertisement so that the supplemental information window and the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user for at least a portion of the time that the point of sale document is displayed in the web browser window.

22. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

displaying the supplemental information window so that it includes a display element that identifies the supplemental information window as providing supplemental information from a source not related to the third entity.

23. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

displaying the supplemental information window so that it extends up from a task bar that is displayed along the bottom of the display screen.

24. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

retrieving supplemental information from local storage on the client computer.

25. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

displaying a supplemental information window on the display screen in a size that is approximately the same as that of the web browser window.

26. (Previously Presented) The method of claim 12, further comprising the act of:

upon determining that no supplemental information is available for the second document, continuing to display the supplemental information window displaying the first advertisement.

27. (Previously Presented) The method of claim 12, further comprising the act of:

upon determining that no supplemental information is available for the second document, removing from the display the supplemental information window displaying the first advertisement.

28. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a primary area within a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first entity;

col. 28, line 44

(b) displaying a first advertisement in at least a portion of a secondary area within the web browser window, wherein the first advertisement is not part of the first document and is not embedded within the first document, and wherein the first advertisement is retrieved from a server that is not related to the first web server from which the first document is retrieved, and

wherein the secondary area extends horizontally across the width of the web browser window, and is integrated into the web browser window so that the secondary area is included within and is part of the web browser window in such a way that the secondary area within the web browser window cannot be independently moved so as to overlap the primary area of the web browser window, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the first advertisement is seen by the user in the secondary area for at least a portion of the time that the first document is displayed in the primary area of the web browser window;

(c) monitoring the user's selection, in the primary area within the web browser window, of the links to linked documents;

(d) detecting that the user wishes to display a second document on the display screen;

col. 29, line 4

(e) displaying the second document in the primary area within the web browser window, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, and wherein the second document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the second document is published by a second entity;

col. 29, line 6

(f) upon displaying the second document in the primary area within the web browser window, automatically displaying at least a second advertisement in the secondary area within

the web browser window, wherein the second advertisement is displayed by replacing the first advertisement displayed in the secondary area,

wherein the second advertisement is not part of the second document and is not embedded within the second document, and wherein the second advertisement is retrieved from a server that is not related to the second web server from which the second document is retrieved,

wherein the second advertisement is targeted to users viewing a document published by the second entity, and wherein the second advertisement displayed in the secondary area within the web browser window is published by an entity that is different than the second entity, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user in the secondary area for at least a portion of the time that the second document is displayed in the primary area of the web browser window;

(g) monitoring the user's interaction with the web browser window;

col. 29, line 38

(h) detecting the user's selection of the second advertisement displayed in the secondary area within the web browser window; and

col. 29, line 40

(i) upon detecting the user's selection of the second advertisement displayed in the secondary area, displaying a competitive information document.

29. (Previously Presented) The method of claim 28, wherein the act of automatically displaying at least the second advertisement in a secondary area within the web browser window includes the act of:

displaying a plurality of advertisements in the secondary area within the web browser window, wherein each of the plurality of advertisements is displayed in the secondary adjacent to another one of the plurality of advertisements.

col. 29, line 47

30. (Currently Amended) A client computer for method of displaying information for a user that is operating the a client computer, wherein the client computer is programmed to carry out the operations the method comprising the acts of:

(a) displaying a first document in a primary area within a web browser window on a display screen associated with the client computer, wherein the web browser window is

col. 29, line 56

associated with a web browser application program, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes [[a]] links to linked documents, and wherein the first document is published by a first entity;

(b) displaying at least a first advertisement in a secondary area within the web browser window, wherein the first advertisement is not part of the first document and is not embedded within the first document, and

col. 29, line 63

wherein the secondary area is integrated into the web browser window so that the secondary area is a part of the web browser window and is not a separable window on the display screen, and

wherein the secondary area is at least partially controlled by a program that interfaces with the web browser application program, and wherein the program that interfaces with the web browser application program interfaces in a manner that causes a menu item to be added to the web browser application program that can be used to control at least one aspect of the operation of the secondary area, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the first advertisement is seen by the user in the secondary area for at least a portion of the time that the first document is displayed in the primary area of the web browser window;

(c) monitoring the user's selection, in the primary area within the web browser window, of the links to linked documents;

(d) detecting that the user wishes to display a second document on the display screen;

(e) displaying the second document in the primary area within the web browser window, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, and wherein the second document is a hypertext document that includes graphical display elements and also includes [[a]] links to linked documents, and wherein the second document is published by a second entity;

(f) upon displaying the second document in the primary area within the web browser window, automatically displaying at least a second advertisement in the secondary area within

the web browser window, ~~wherein the second advertisement is displayed by replacing the first advertisement displayed in the secondary area~~, and

wherein the second advertisement is not part of the second document and is not embedded within the second document, and wherein the second advertisement is retrieved from a server that is not related to the second web server from which the second document is retrieved,

wherein the second advertisement is targeted to users viewing a document published by the second entity, wherein the second advertisement displayed in the secondary area is published by an entity that is different than the second entity, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user in the secondary area for at least a portion of the time that the second document is displayed in the primary area of the web browser window;

(g) monitoring the user's interaction with the web browser window;

(h) detecting the user's selection of the second advertisement displayed in the secondary area; and

(i) upon detecting the user's selection of the second advertisement displayed in the secondary area, displaying a competitive information document.

31. (Currently Amended) The client computer method of claim 30, wherein the operation act of displaying at least a first advertisement includes the operations acts of:

displaying a plurality of advertisements; and

scrolling the plurality of advertisements horizontally across the screen.

32. (Currently Amended) The client computer method of claim 31, wherein the operation act of scrolling the plurality of advertisements includes the operation act of:

scrolling the plurality of advertisements horizontally across the screen one at a time, and one after the other.

Col. 30, line 65

33. (Currently Amended) A client computer for method of displaying information for a user that is operating the a client computer, wherein the client computer is programmed to carry out the operations the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first publisher;

col. 31, line 8

(b) detecting that a document published by the first publisher is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first publisher is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the first document;

(d) automatically placing supplemental information for the first document on the display screen in a supplemental information window, wherein the supplemental information for the first document is not part of the first document, and is not included or embedded within the first document, and wherein the supplemental information window is separate from and not part of the web browser window, and

col. 31, line 26

wherein the supplemental information for the first document includes a first advertisement from a first advertiser, and wherein the first advertisement is targeted to users viewing subject matter of the type published by the first publisher, but wherein the first advertisement is published by an entity that is different than the first publisher;

col. 31, line 33

(e) monitoring the user's selection of the supplemental information for the first document;

(f) detecting that the user wishes to display a second document in the web browser window;

(g) displaying the second document in the web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, wherein the second document is a hypertext document that includes graphical display elements and also

includes links to linked documents, and wherein the second document is published by a second publisher;

(h) detecting that a document published by the second publisher is being displayed on the display screen associated with the client computer;

(i) upon detecting that a document published by the second publisher is being displayed on the display screen associated with the client computer, deciding not to display supplemental information for the second document;

(j) detecting that the user wishes to display a third document in the web browser window;

(k) displaying the third document in the web browser window on the display screen associated with the client computer, wherein the third document has a resource identifier associated with it and is retrieved over the network from a third web server, wherein the third document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the third document is published by a third publisher;

(l) detecting that a document published by the third publisher is being displayed on the display screen associated with the client computer;

(m) upon detecting that a document published by the third publisher is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the third document; and

(n) automatically placing supplemental information for the third document on the display screen in a supplemental information window, wherein the supplemental information for the third document is not part of the third document, and is not included or embedded within the third document, and wherein the supplemental information window is separate from and not part of the web browser window, and

wherein the supplemental information for the third document includes a second advertisement from a second advertiser, and wherein the second advertisement is targeted to users viewing subject matter of the type published by the third publisher, but wherein the second advertisement is published by an entity that is different than the third publisher.

34. (Currently Amended) The client computer method of claim 33, further programmed to carry out the operations comprising the acts of:

(o) monitoring the user's selection of the supplemental information for the third document;

(p) detecting that the user has selected the second advertisement included within the supplemental information for the third document; and

(q) upon detecting that the user has selected the second advertisement, displaying a competitor document, wherein the competitor document is retrieved over the network from a server that is not related to the first web server, the second web server, or the third web server.

35. (Currently Amended) The client computer method of claim 34, wherein the operation act of automatically placing supplemental information for the third document on the display screen includes the operation act of:

placing the supplemental information for the third document in a window that has an outer frame that appears substantially the same as the web browser window.

36. (Currently Amended) The client computer method of claim 35, wherein the operation act of automatically placing supplemental information for the third document on the display screen further includes the operation act of:

placing the supplemental information for the third document in a window having a title bar, and including text within the title bar that identifies the source of the content of the supplemental information window.

37. (Currently Amended) The client computer method of claim 34, wherein the operation act of automatically placing supplemental information for the third document on the display screen includes the operation act of:

including within the supplemental information window a visual indication that identifies the content within the supplemental information window as supplemental information associated with a document displayed in the web browser window.

col. 32, line 52

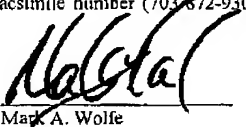
38. (Currently Amended) The client computer method of claim 37, wherein the operation ~~act~~ of automatically placing supplemental information for the third document on the display screen further includes the operation ~~act~~ of:

placing supplemental information for the third document in a supplemental information window that displays no information other than the visual indication and the second advertisement.


Remarks

This preliminary amendment is being filed to make minor amendments and correct a number of typographical errors in the claims. No claims have been added. Accordingly, no fee is required for this amendment. This amendment is being transmitted by facsimile to the PTO's central facsimile number.

To the extent that the Examiner believes that a discussion with the Applicant will expedite the examination of this application, the Examiner is encouraged to contact the Applicant at the telephone number listed below.

<p>Certification Under 37 C.F.R. §1.8 I hereby certify that this document is being transmitted by facsimile to the PTO's central facsimile number (703-672-9306) on the date indicated below.</p> <p>Dated: June 30, 2005</p> <p> Mark A. Wolfe</p>

Respectfully submitted,


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Response to Rule 312 Communication	Application No.	Applicant(s)	
	10/021,761	WOLFE, MARK A.	
	Examiner	Art Unit	
	Andrew Caldwell	2142	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☒ The amendment filed on 18 July 2005 under 37 CFR 1.312 has been considered, and has been:

- a) ☐ entered.
- b) ☐ entered as directed to matters of form not affecting the scope of the invention.
- c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.
- d) ☒ disapproved. See explanation below.
- e) ☐ entered in part. See explanation below.

The amendment filed July 18, 2005 seeks to add a new claim. When an amendment adds a claim, the remarks accompanying the amendment must fully and clearly state the reasons on which reliance is placed to show: (A) why the amendment is needed; (B) why the proposed amended or new claims require no additional search or examination; (C) why the claims are patentable; and (D) why they were not presented earlier. See MPEP 714.16. The Applicant's remarks explain none of these. The amendment was therefore not entered because of the addition of new claim 39. However, an amendment directed solely to correcting the informality identified in claim 29 would be entered.

This letter will also address the status of the numerous supplemental amendments filed by the applicant.


The supplemental amendment filed June 30, 2005 was entered.

amendment entered

The supplemental amendment filed June 17, 2005 was entered.

The supplemental amendment filed May 31 2005 was not entered because it is a duplicate of the supplemental amendment filed May 24, 2005.

The supplemental amendment filed May 24, 2005 was entered.


ANDREW CALDWELL
SUPERVISORY PATENT EXAMINER